Exploring Economic Data on data.census.gov

Join Computer Audio
Use the Raise Hand Icon During the Q&A Session

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Dissemination Outreach Branch
U.S. Census Bureau



Outline

- Live Demo and Tips
- Resources for Learning More
- Questions



What Economic Data Are Available on data.census.gov?

Economic Datasets

• **Economic Census**: 2012, 2017

• County/ZIP Code Business Patterns: 2012-2020

Nonemployer Statistics: 2012-2019

Annual Business Survey: 2017-2020

Annual Survey of Entrepreneurs: 2014-2016

Survey of Business Owners (SBO): 2012

Annual Survey of Manufactures: 2012-2021

• Commodity Flow Survey: 2012, 2017

Business Dynamics Statistics Time Series: 2020

Census of Governments: 2012, 2017

Public Sector Time Series: 2021

Post-Secondary Employment Outcomes (PSEO): 2022

	2000	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021
Economic Census				✓					✓				
Island Area Economic Census				✓					✓				
Census of Governments				✓					✓				
County Business Patterns				✓	✓	✓	✓	✓	✓	✓	✓	✓	
Zip Code Business Patterns				✓	✓	✓	✓	✓	✓	✓			

<u>ask.census.gov/prweb/PRServletCustom?pyActivity=</u> <u>pyMobileSnapStart&ArticleID=KCP-5489</u>



Objectives

To learn how to:

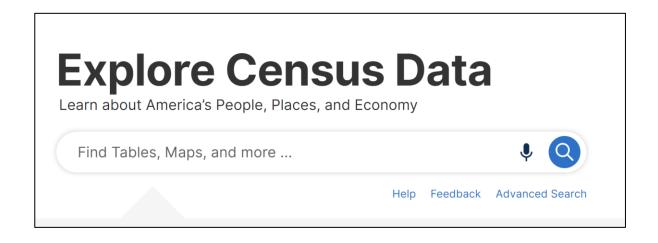
- Access business data using single/advanced search
- Select filters for NAICS codes and economic datasets
- Read the table layout and customize the view
- Create maps
- Save your results



Two Ways to Search

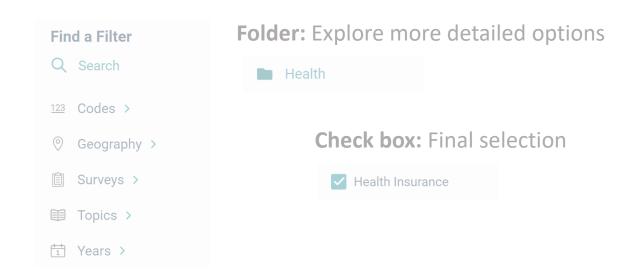
Single Search Bar: Search keywords

- Topic
- Geography
- Year
- Table IDs
- Codes



Advanced Search Filters:

- A guided approach
- More precise than single search
- Includes all available search options





Demo

1. Single Search | Tips to Get Started

Examples:

- Grocery Store Sales
- Industry Profile for NAICS 4451 Texas

2. Filters | Comparing Across Geographies

Example: Number of establishments for NAICS 62 (Health Care and Social Assistance) across all counties in TN from County Business Patterns

- a) Table View
- b) Map View

3. Filters | Comparing Across NAICS

Example: Value added for all 2, 3, 4, 5, and 6-digit NAICS for manufacturing in Texas



Single Search: Keywords



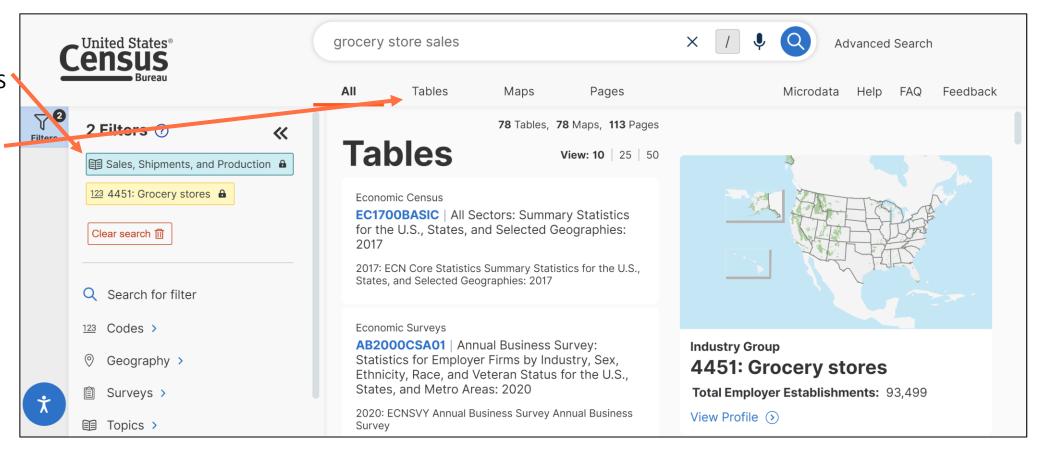
- Type keywords in the single search bar: grocery store sales
- Press enter



View All Results Page

 View filters on the left for the topic and NAICS

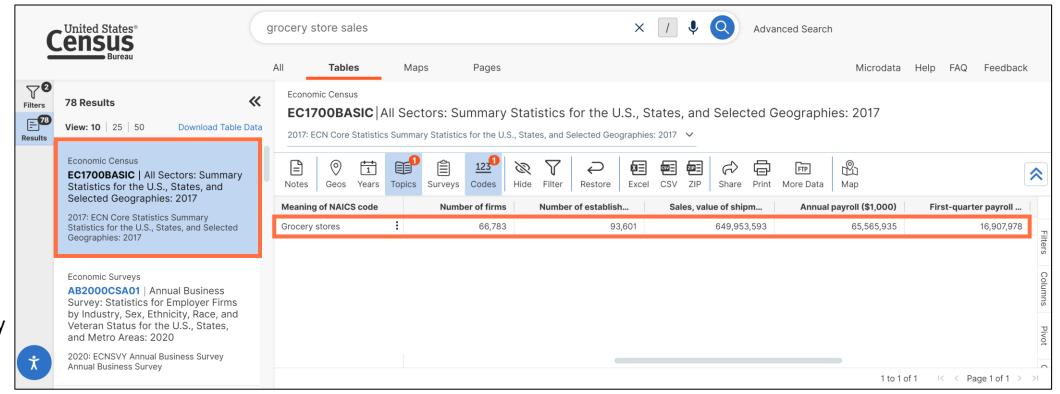
 Click **Tables** at the top





View EC1700BASIC

- View first table result from the 2017 Economic Census: EC1700BASIC
- Table shows
 number of
 firms,
 establishments,
 employees,
 payroll, and
 sales for grocery
 stores in the
 U.S.

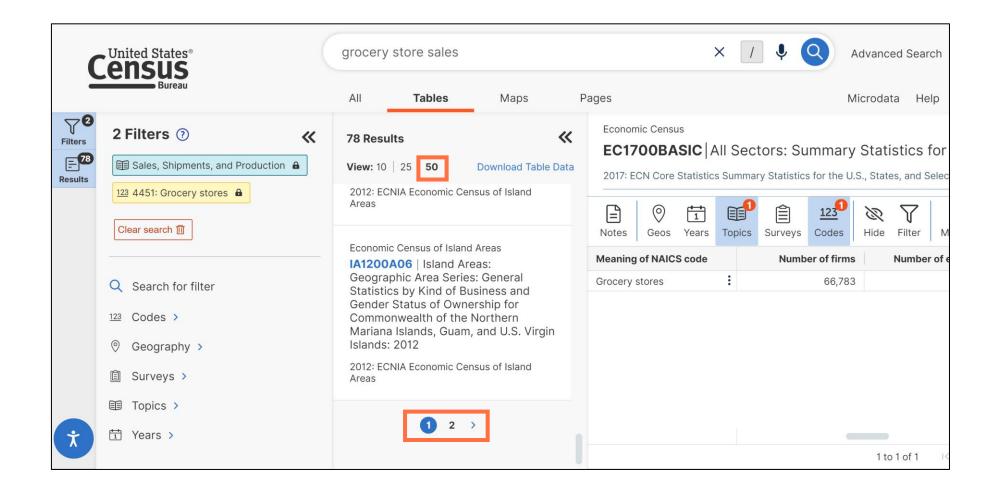




Browse Table Results

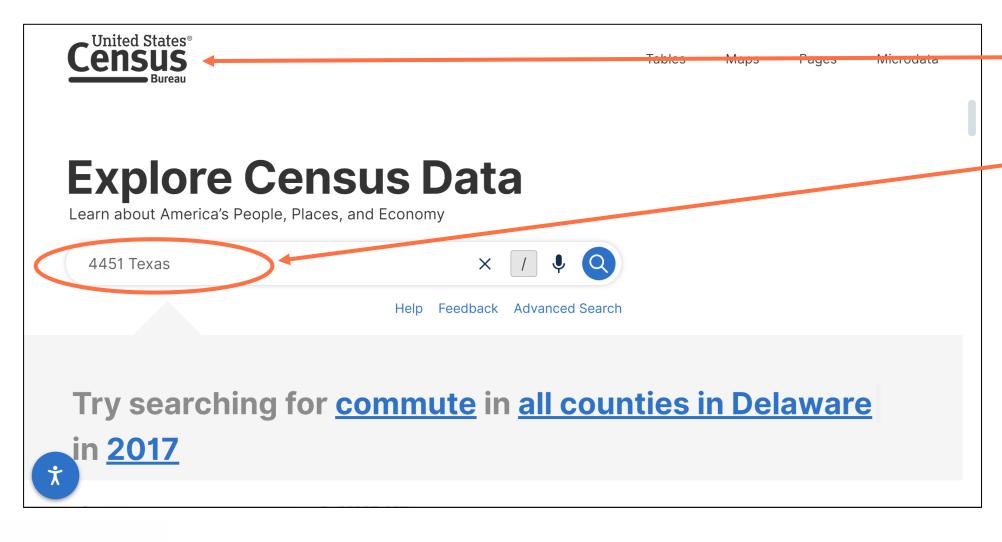
Browse 78 table results:

- Click 50 at the top
- Use the page options at the bottom of the list
- Tables come from a variety of programs such as the Economic Census, County Business Patterns, Nonemployer Statistics, Annual Business Survey, etc.





Single Search: NAICS + Geography

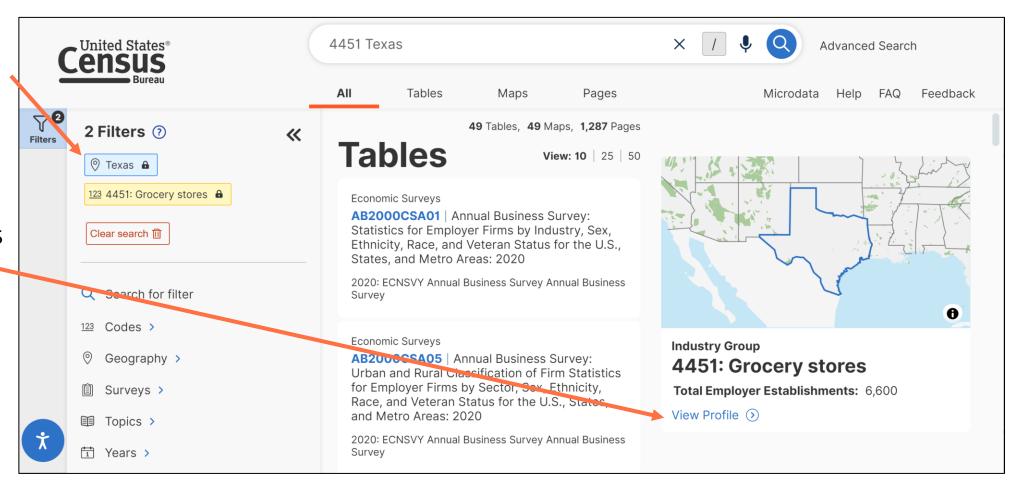


- Click the **Census Bureau logo** in the upper left
- Type keywords in the single search bar: 4451 Texas
- Press enter



Open NAICS Profile

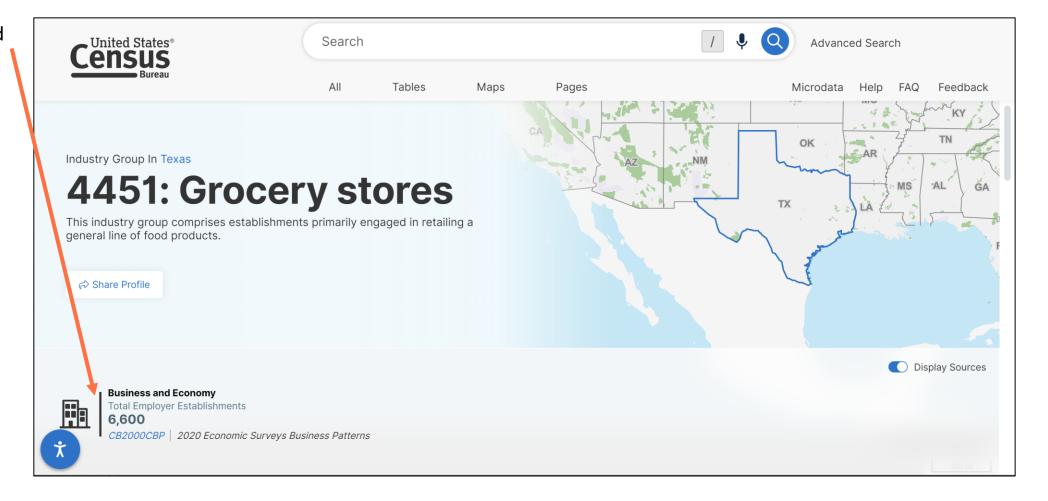
- View filters in the upper left for the NAICS and geography
- Click the view profile link on the right to open the NAICS profile





View NAICS Profile

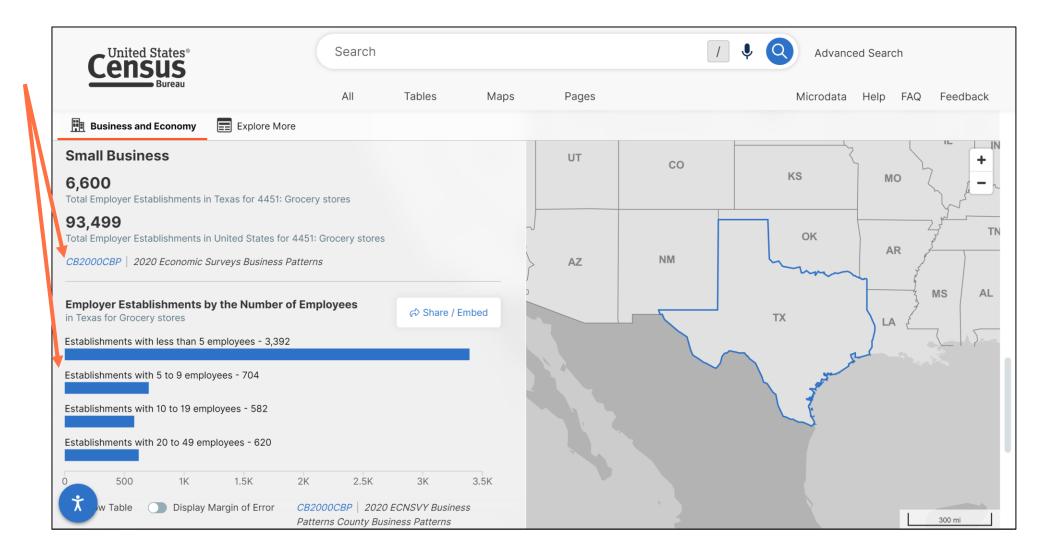
 View highlighted data at the top of the page





Navigate to Small Business Section

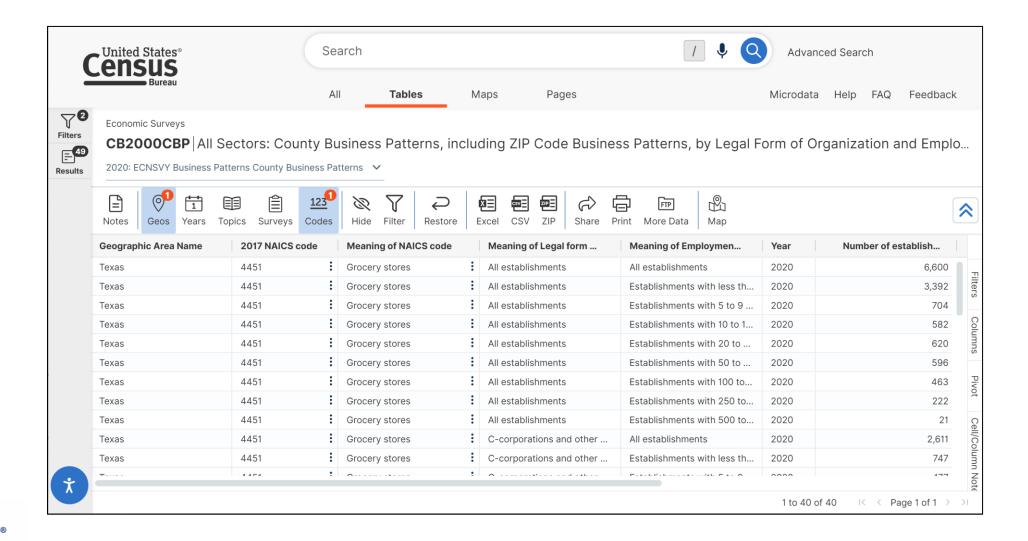
- View key statistics and charts
- Click CB2000CBP to open the table





View Table

View table

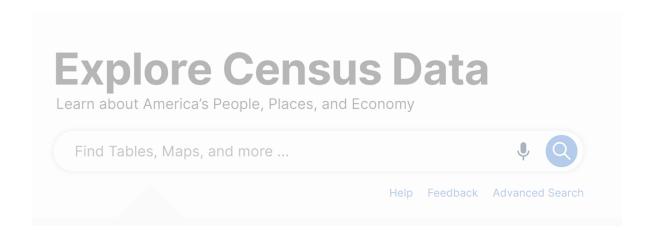




Two Ways to Search

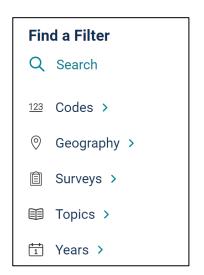
Single Search Bar: Search keywords

- Topic
- Geography
- Year
- Table IDs
- Codes



Advanced Search Filters:

- A guided approach
- More precise than single search
- Includes all available search options



Folder: Explore more detailed options

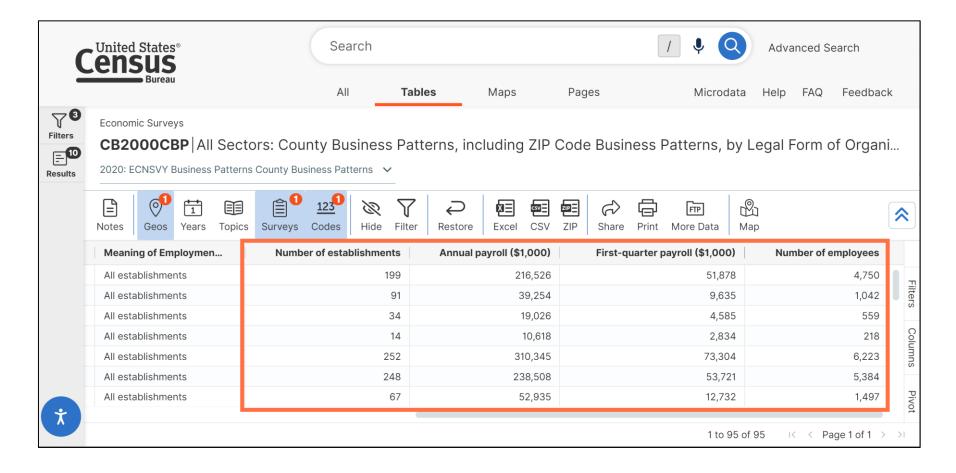


Check box: Final selection





Data Variables in Economic Tables

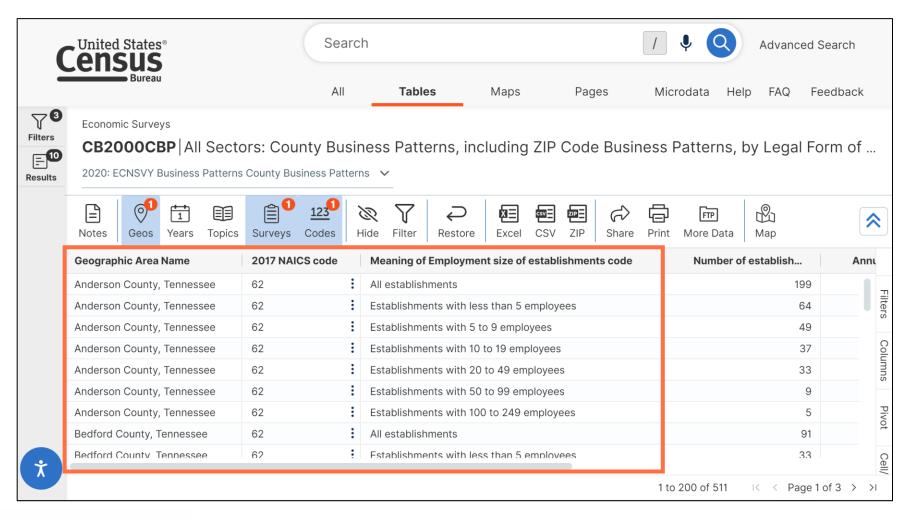


Data variables

- Provide primary data values for a table
- May be continuous or categorical
- Values are right-aligned



Non-Key Dimensions in Economic Tables



Non-key dimensions

- Categorical variables
- Provide context to fully qualify what each data variable represents
- Each unique combination of non-key dimension categories is a data row in the table
- Values are left-aligned



Demo

1. Single Search | Tips to Get Started

Examples:

- Grocery store sales
- Industry Profile for 4451 Texas

2. Filters | Comparing Across Geographies

Example: Number of establishments for NAICS 62 (health care and social assistance) across all counties in TN from County Business Patterns

- a) Table View
- b) Map View

3. Filters | Comparing Across NAICS

Example: Value added for all 2, 3, 4, 5, and 6-digit NAICS for manufacturing in Texas



Open the Filter Panel

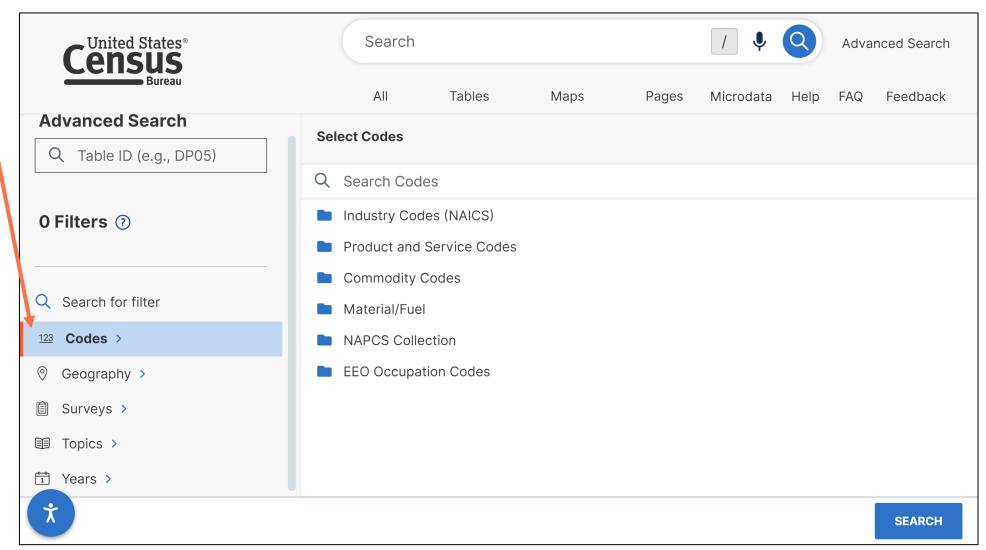


Select **Advanced Search** to open the filter panel



Codes Filter Panel

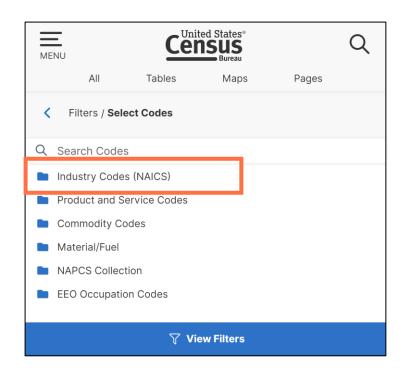
 Click Codes in the left filter panel

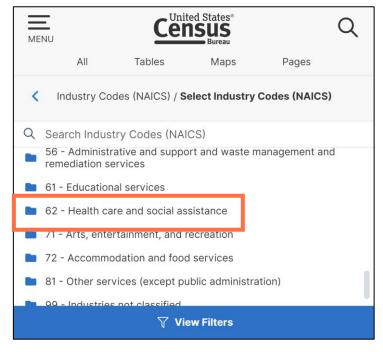


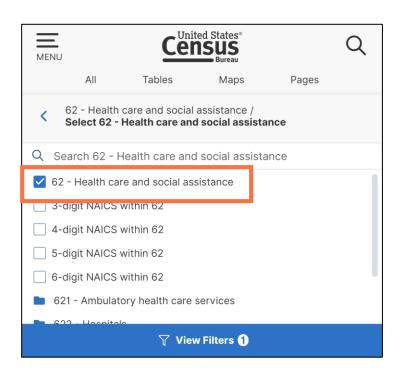


Select 62 – Health Care and Social Assistance

• Select Industry Code (NAICS) \rightarrow 62 – Health care and social assistance \rightarrow 62 – Health care and social assistance





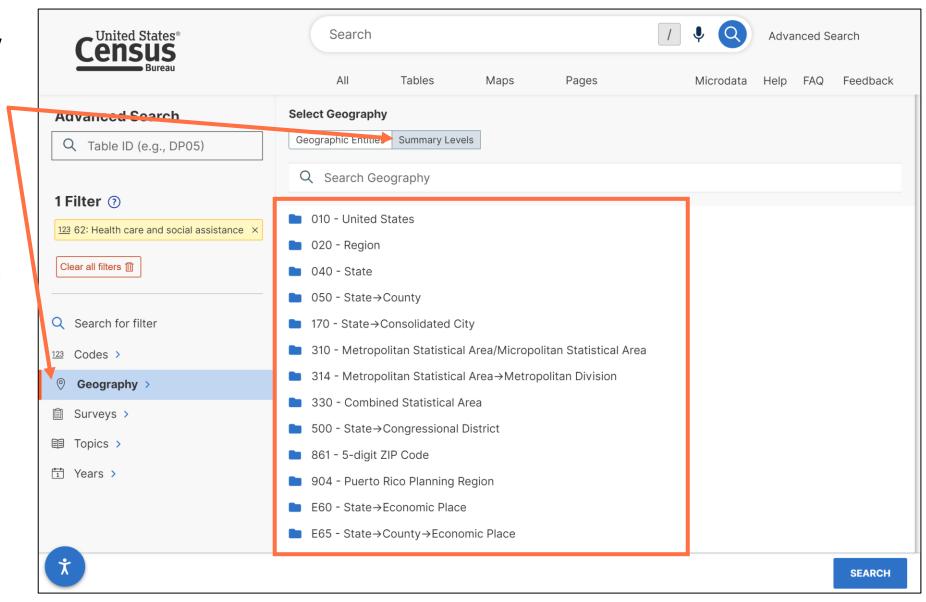




Geography Filter Panel

 Click Geography in the left filter panel

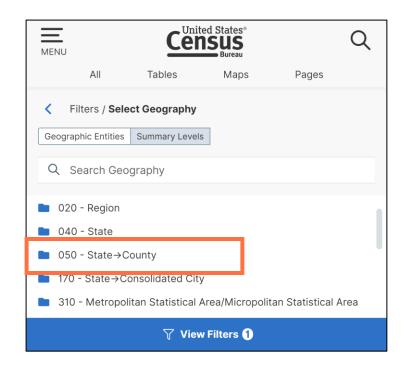
- Click Summary Levels
- Geographic levels that are compatible with economic data are selectable.
 All other areas are hidden from view.

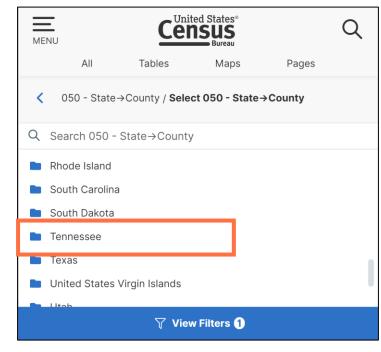


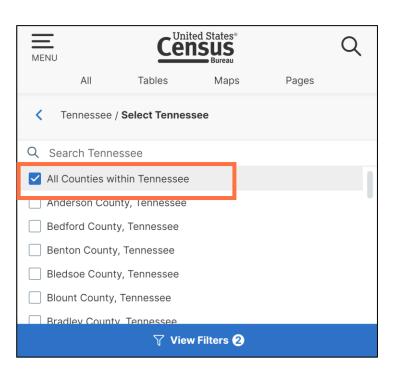


Select All Counties in Tennessee

Select 050 – State → County → Tennessee → All Counties in Tennessee



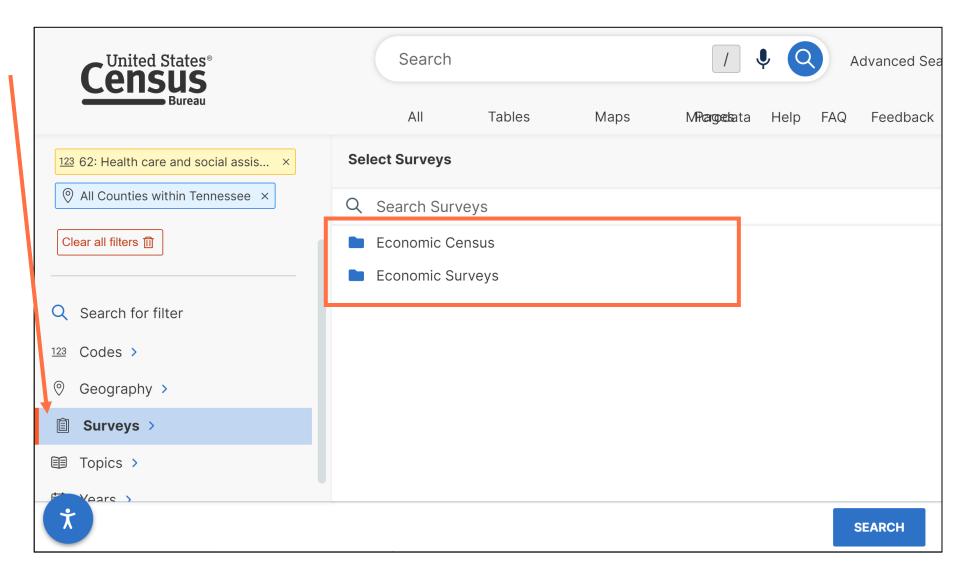






Surveys Filter Panel

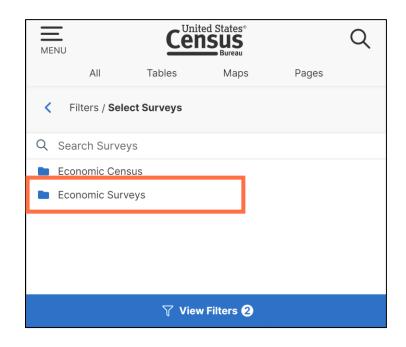
- Click Surveys in the left filter panel
- Surveys that are compatible with your search criteria are selectable. All others are hidden from view.



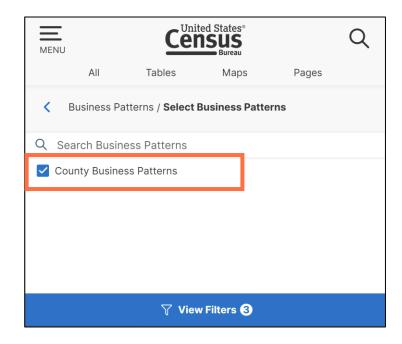


Select County Business Patterns

Select Economic Surveys → Business Patterns → County Business Patterns



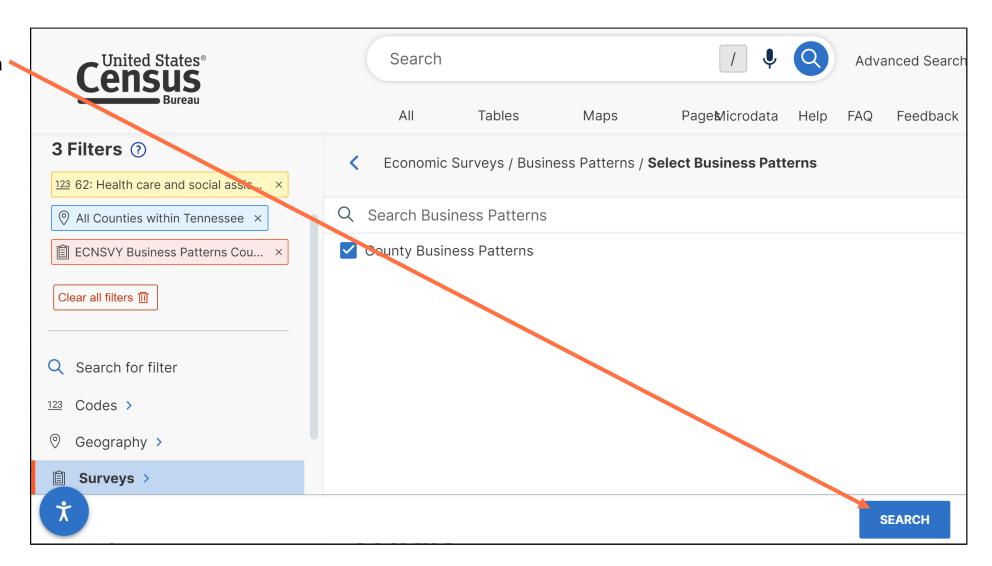






Run Search

 Verify filters and click Search

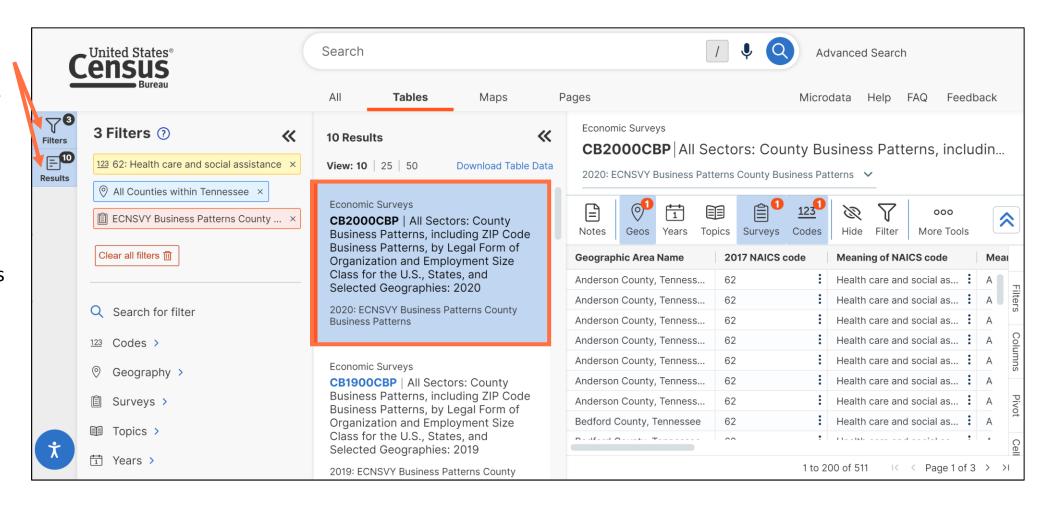




View Full Table

- Click the Filters

 and Results
 buttons to close
 the panels and
 view the table
 across your full
 screen
- View
 CB2000CBP. This
 corresponds to
 the year 2020.
 Each year has a
 unique table ID.

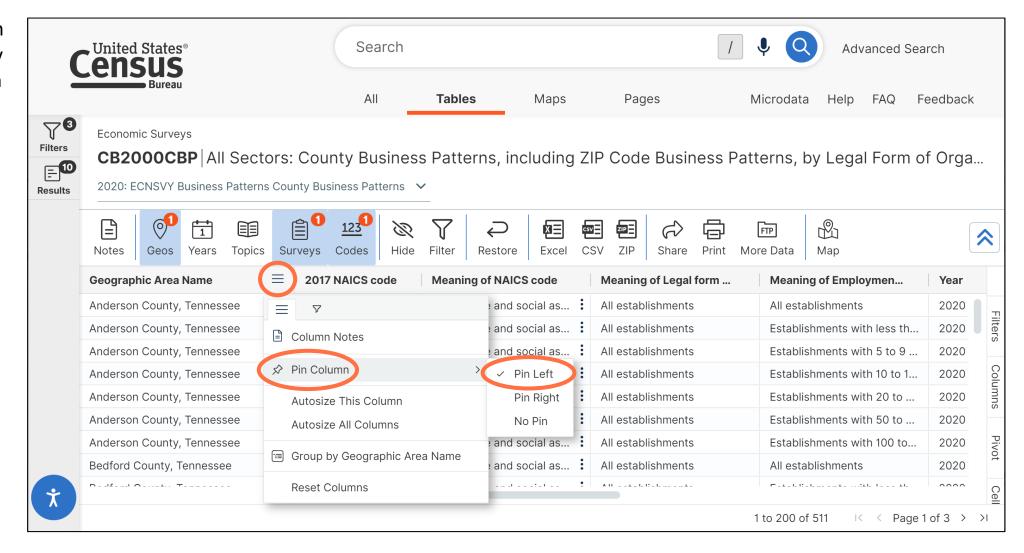




Customize Table: Pin a Column

Pin the first column with the geography names so it stays in view as you scroll to the right:

- Click the three bars in the column header
- Hover over Pin column
- Select Pin Left



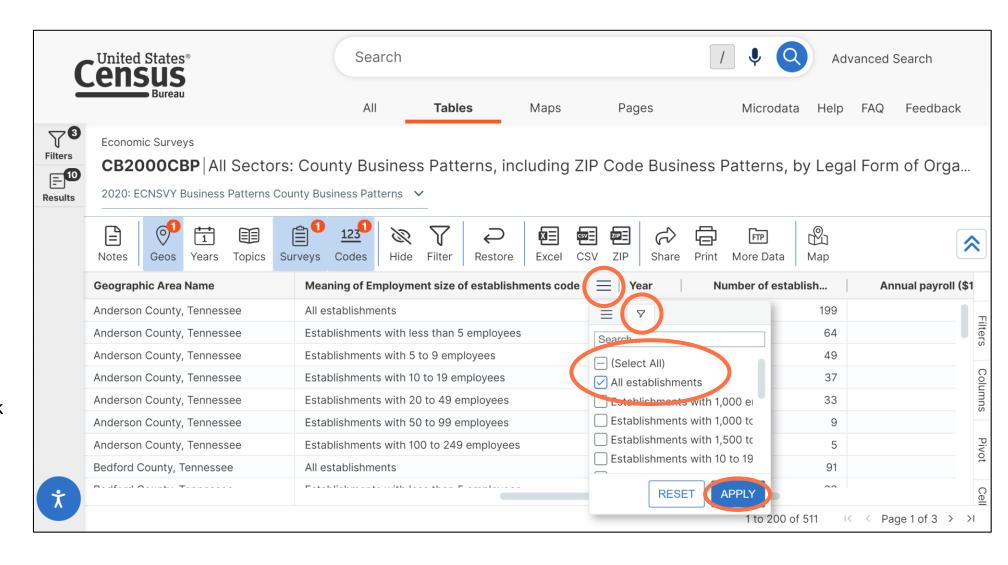


Customize Table: Filter Column Categories

Filter Meaning of Employment size of establishments code to show data only for All Establishments:

- Click the three bars in the column header
- Click the Filter icon
- Click the check box next to (Select All) twice to deselect all options, and then mark the check box for All Establishments
- Click the Apply button



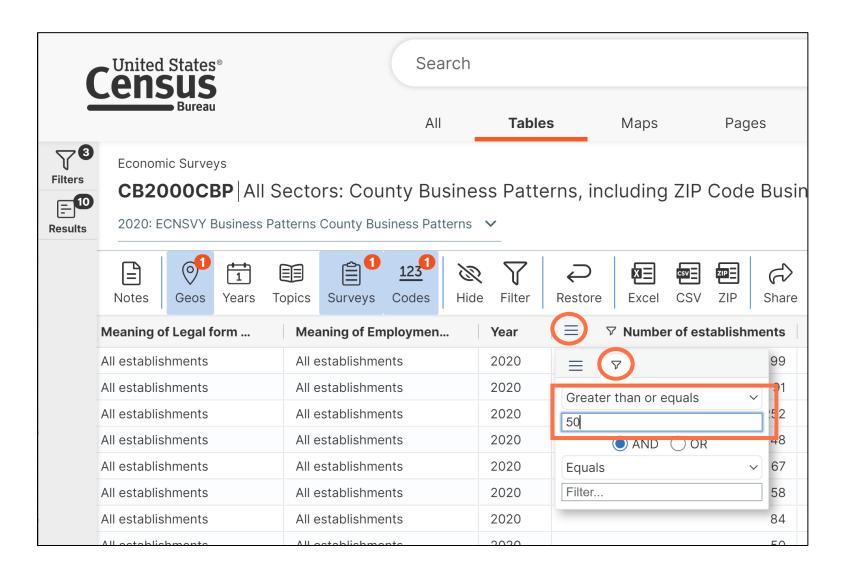


Customize Table: Filter Column Values

Filter Number of Establishments to 50 or more:

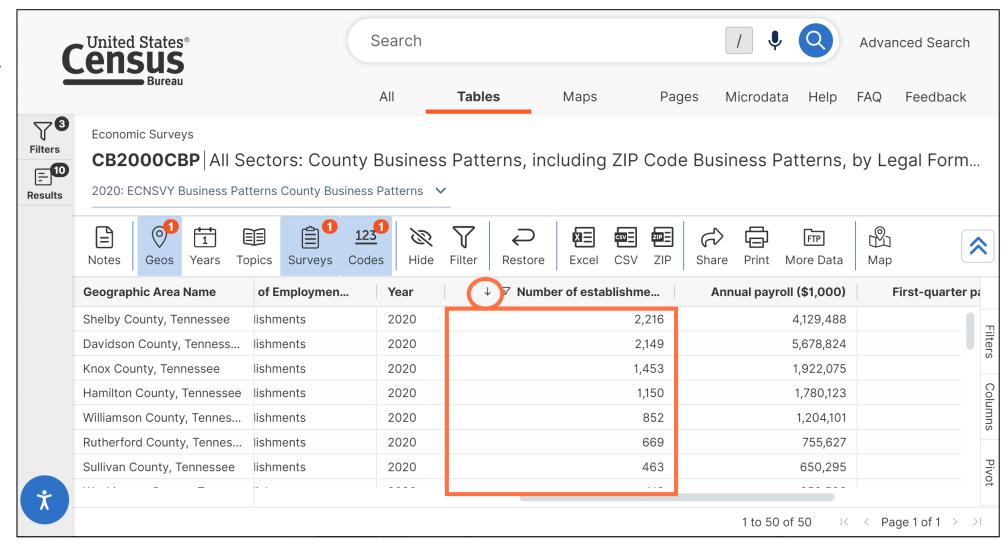
- Click the three bars in the column header
- Click the filter icon
- Change the drop-down menu to Greater than or equals
- Type a Value: 50
- Click outside of the filter options to return to the table view





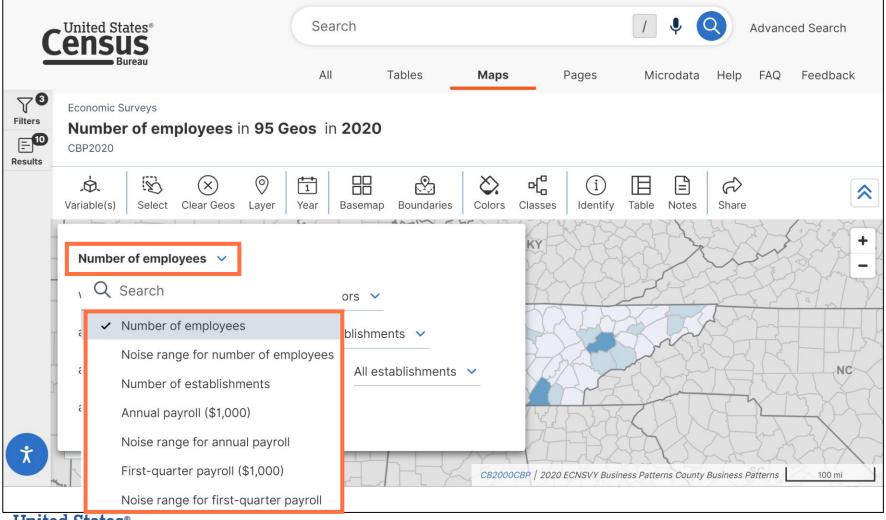
Customize Table: Sort a Column and View Table

- Click a column header to sort the data in ascending or descending order
- View sorted list of number of health care and social services establishments across each county in Tennessee





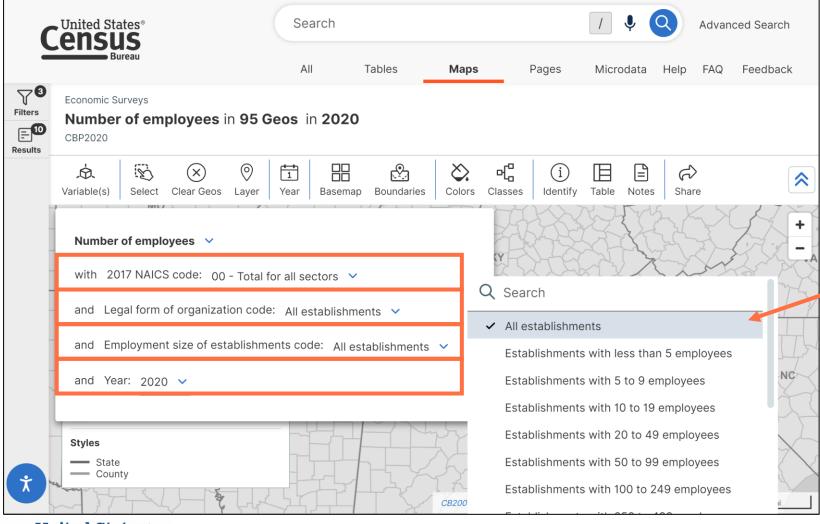
Data Variables in Economic Maps



- Data variables appear in the first drop-down menu after clicking the Variables button
- Maps currently support continuous variables.
 Categorical data variables (example: noise flags) may appear in this drop-down menu but are not currently supported with the maps.



Non-Key Dimensions in Economic Maps



- Each non-key dimension has its own drop-down menu below the data variable
- These drop-down menus populate automatically based on the table you are clicked in
- When you click the dropdown menu, you can specify your desired category for each non-key dimension



Demo

1. Single Search | Tips to Get Started

Examples:

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- Industry Profile for 4451 Texas

2. Filters | Comparing Across Geographies

Example: Number of establishments for NAICS 62 (health care and social assistance) across all counties in TN from County Business Patterns

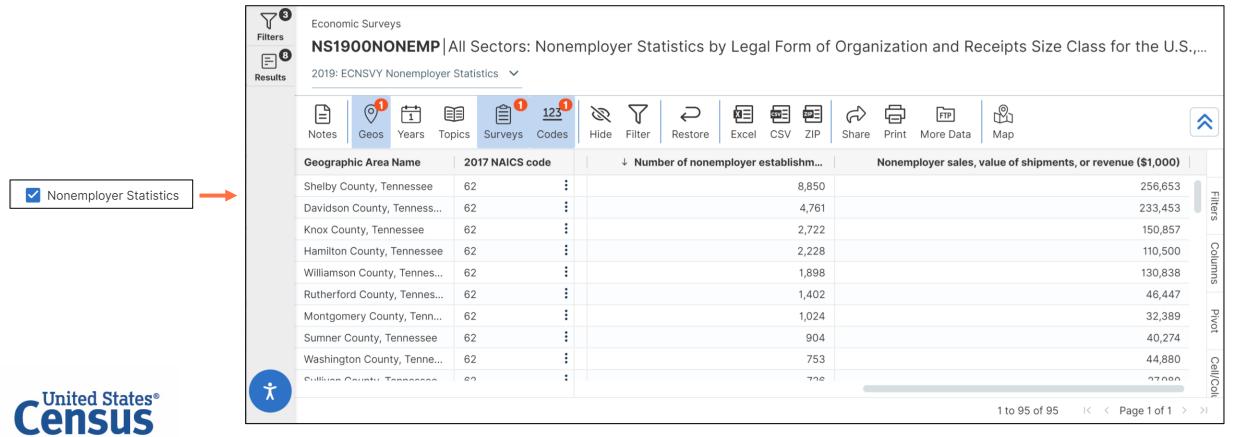
- a) Table View
- b) Map View
- 3. Filters | Comparing Across NAICS

Example: Value added for all 2, 3, 4, 5, and 6-digit NAICS for manufacturing in Texas



Nonemployer Statistics

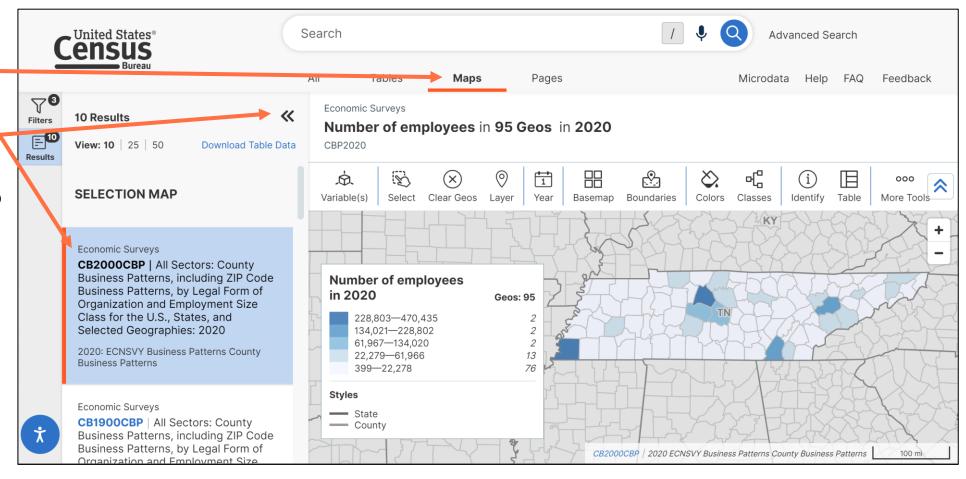
- Most economic programs cover businesses with paid employees
- Select the Survey filter for Nonemployer Statistics for data on self-employed and other nonemployer businesses



Navigate to Map

Navigate to the map tab

- Click Maps at the top
- Click the table that contains the data you want to map, and then close the results panel so you can see the map across your full screen

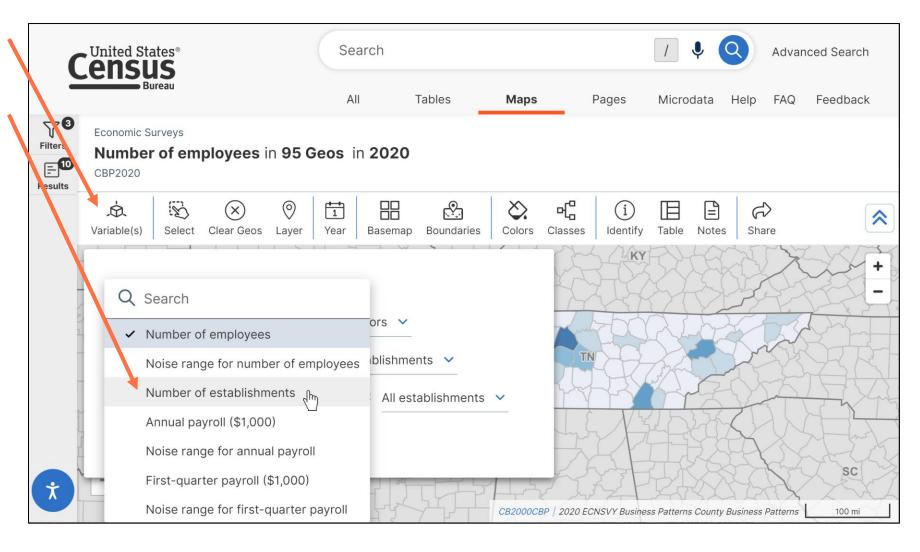




Select Data Variable

• Click the **Variables** button

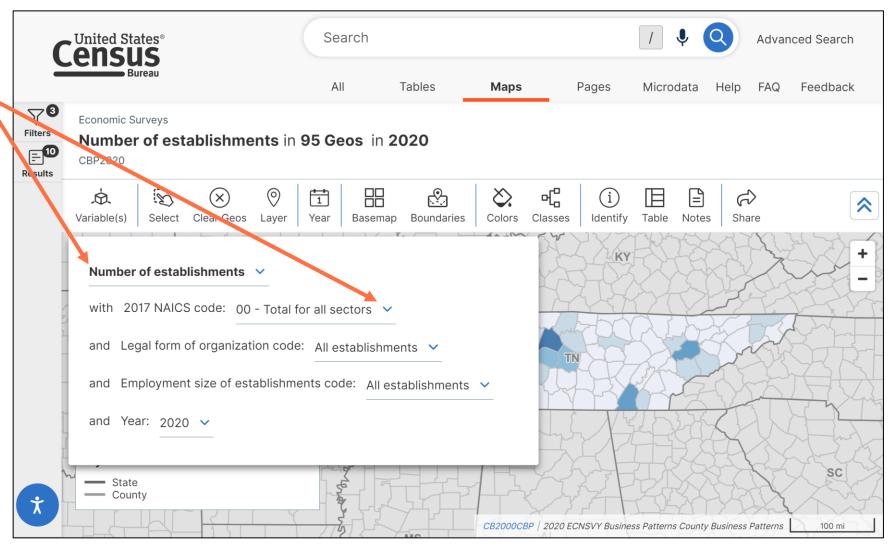
 Select Number of establishments





Confirm Data Variable and Open NAICS Menu

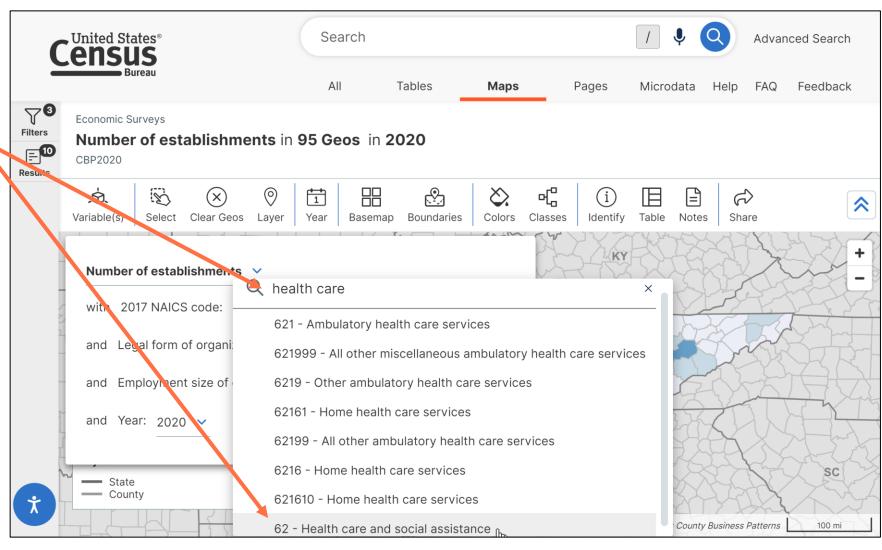
- Verify variable selection:
 Number of establishments
- Click the drop-down menu for 2017 NAICS code





Select NAICS 62 – Health Care and Social Assistance

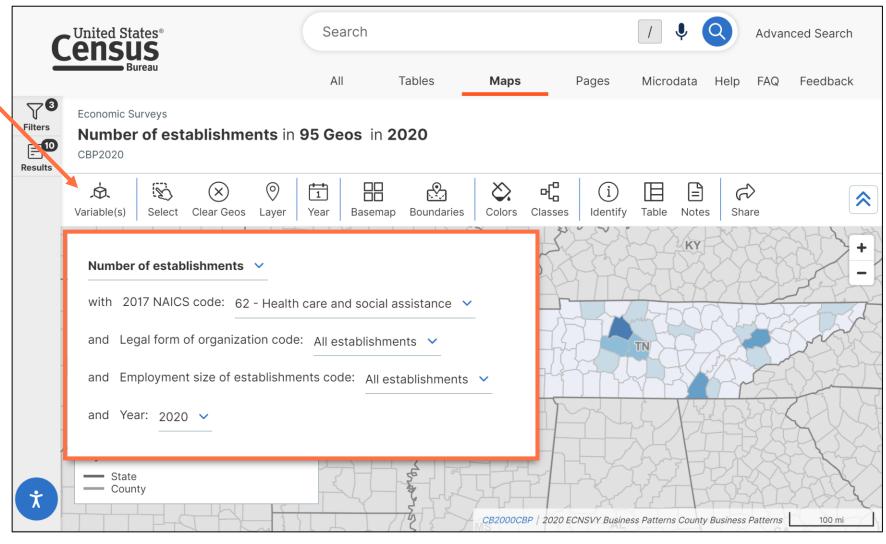
- Type health care in the search box. This will narrow the list of options to those with the exact text you typed
- Click the option for 62 –
 Health care and social assistance





Confirm Variable Selections

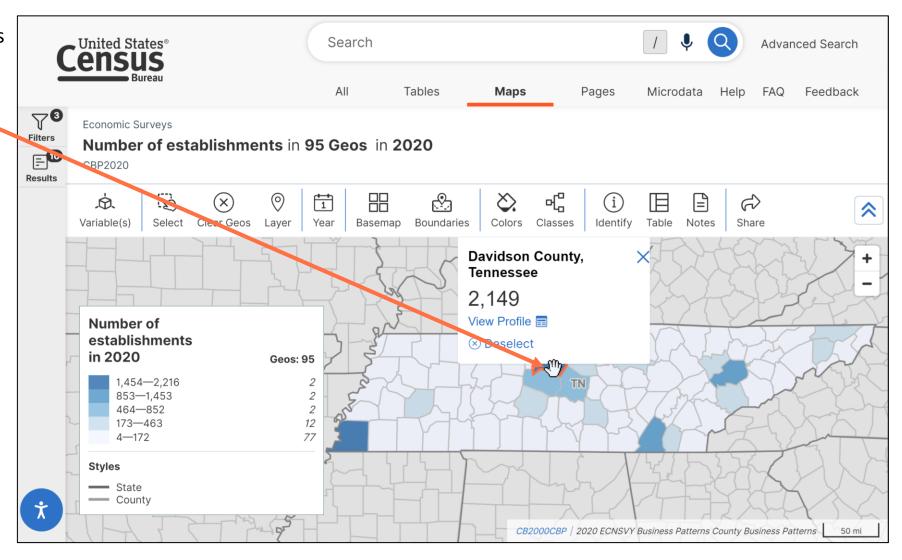
- Confirm selections
- Click the Variables button to close the pop-up window and view the map





View Map

 Click on the counties with the darkest shade of blue to see which areas have the highest number of health care and social services establishments





Demo

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- a) Table View
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3. Filters | Comparing Across NAICS

Example: Value added for all 2, 3, 4, 5, and 6-digit NAICS for manufacturing in Texas



Open the Filter Panel

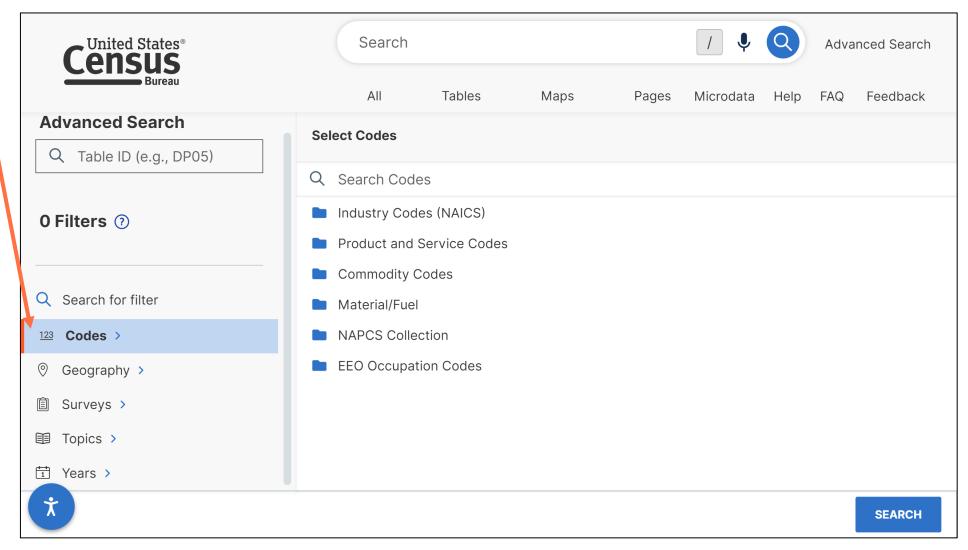


Select **Advanced Search** to open the filter panel



Codes Filter Panel

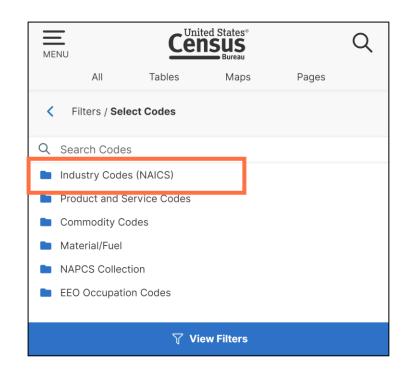
 Click Codes in the left filter panel

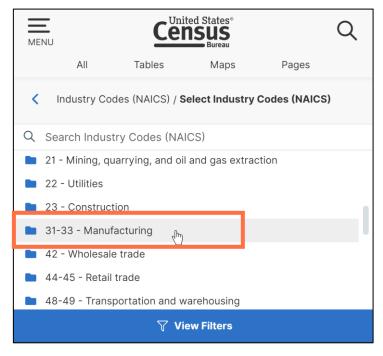


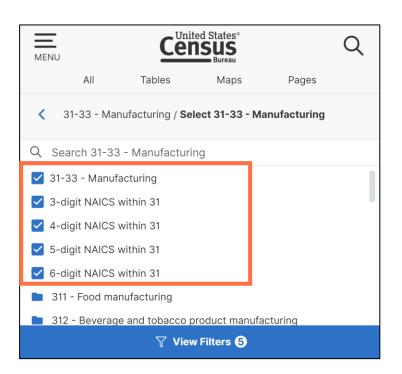


Select All 2, 3, 4, 5, and 6-digit NAICS within 31-33

• Select Industry Code (NAICS) \rightarrow 31-33 Manufacturing \rightarrow Select all check boxes for 2, 3, 4, 5, and 6-digit NAICS within 31-33



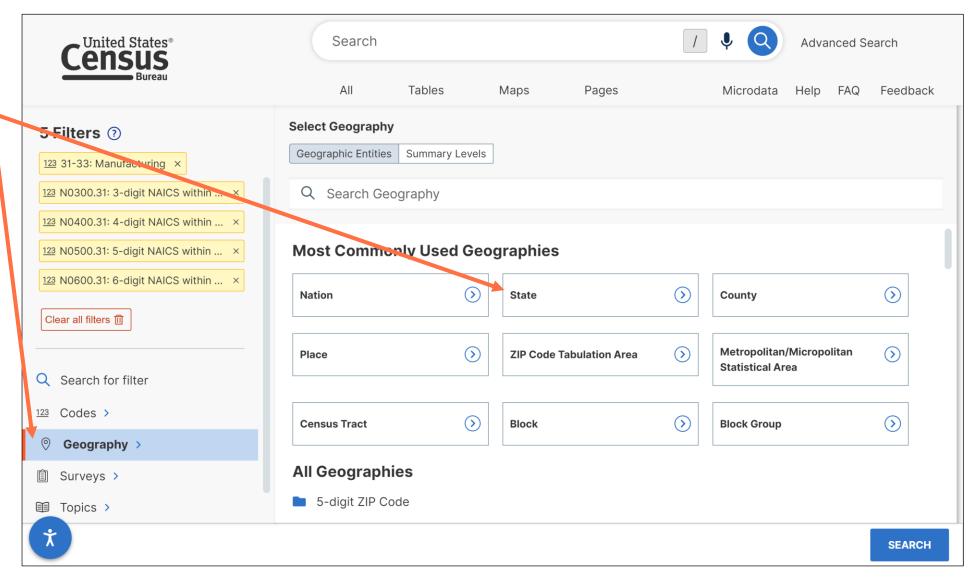






Geography Filter Panel

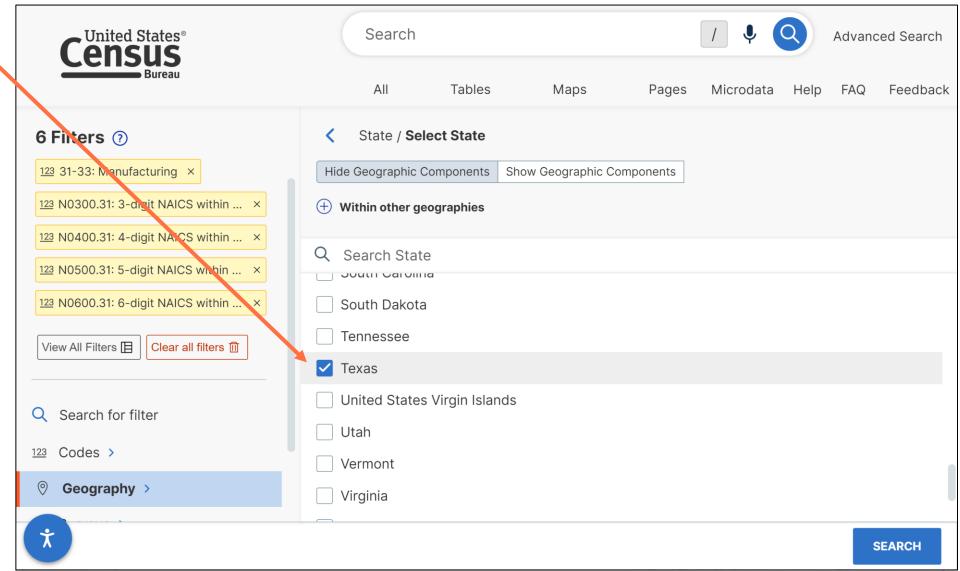
- Click Geography in the left filter panel
- Click State





Select Texas

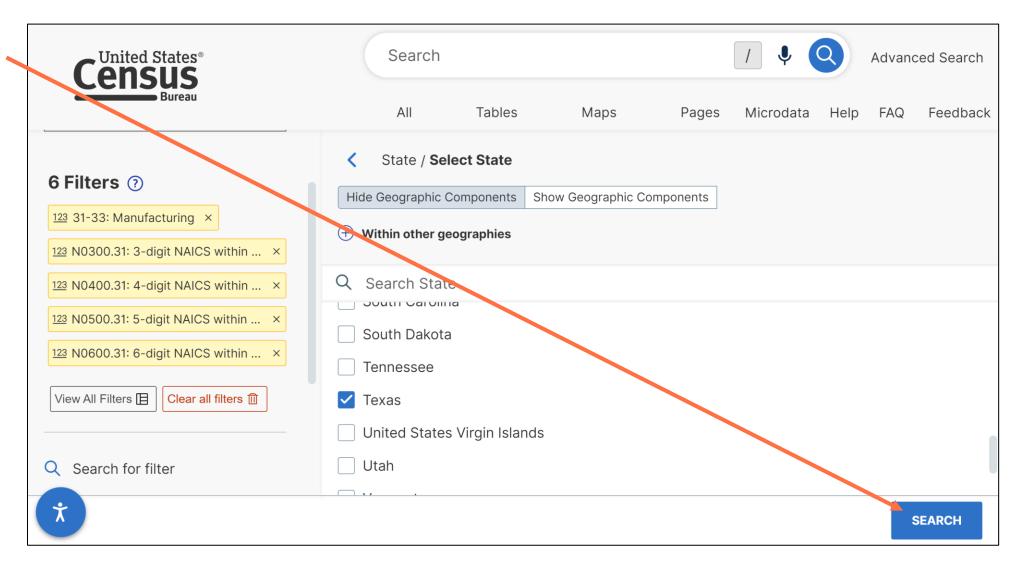
Click Texas





Run Search

 Verify filters and click Search

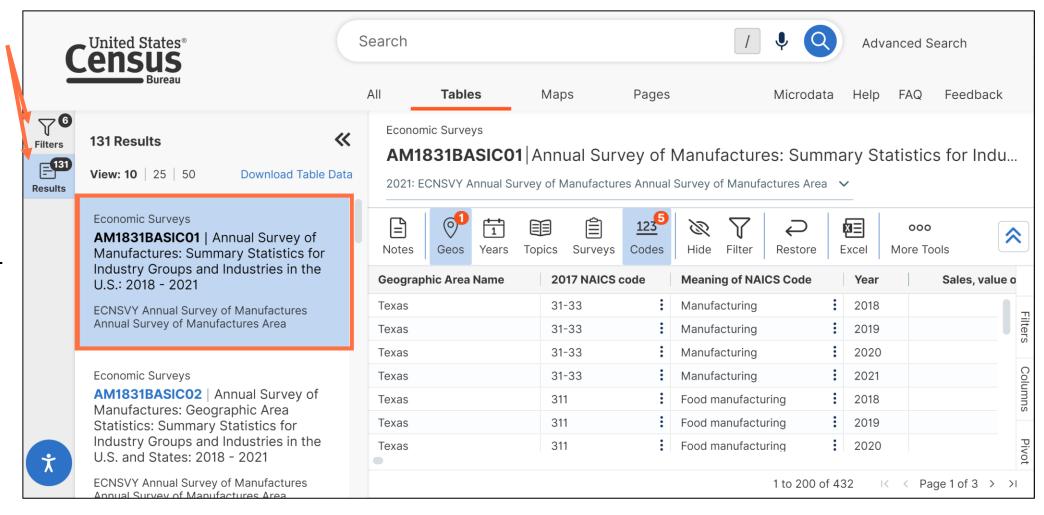




View Full Table

- Click the Filters

 and Results
 buttons to close
 the panels and
 view the table
 across your full
 screen
- ViewAM1831BASIC01

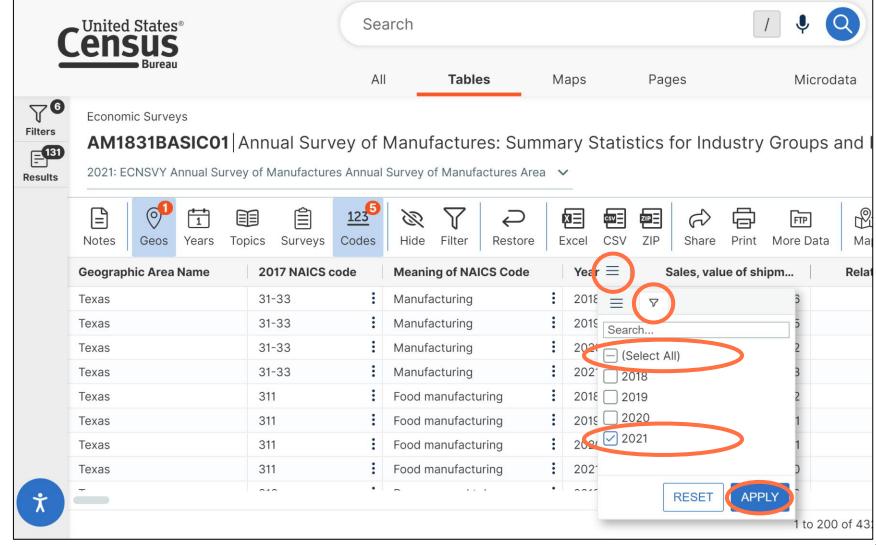




Customize Table: Filter Column Categories

Filter Year to show data only for 2021:

- Click the three bars in the column header
- Click the Filter icon
- Click the check box next to (Select All) twice to deselect all options, and then mark the check box for 2021
- Click the Apply button

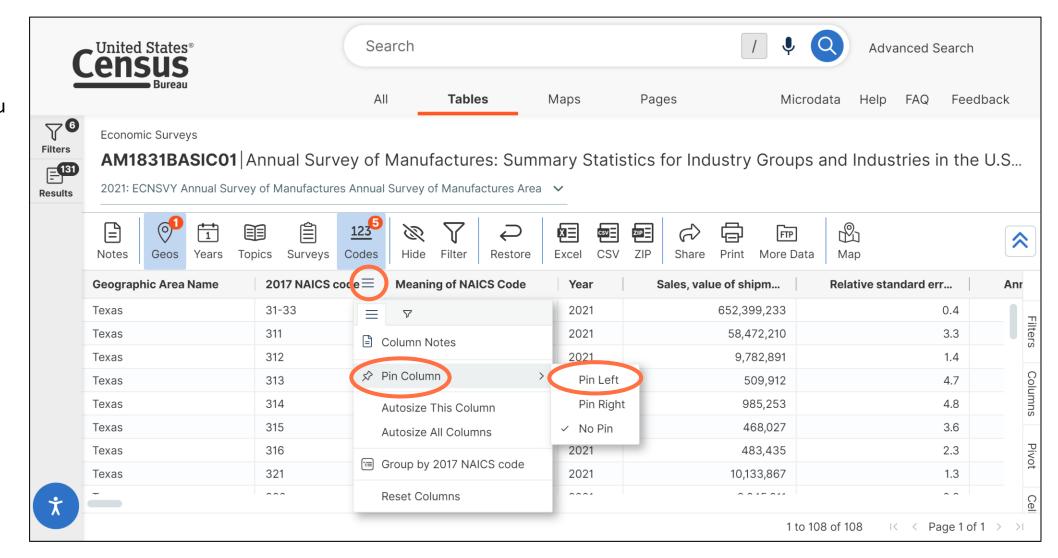




Customize Table: Pin a Column

Pin the second column for 2017 NAICS code so it stays in view as you scroll to the right:

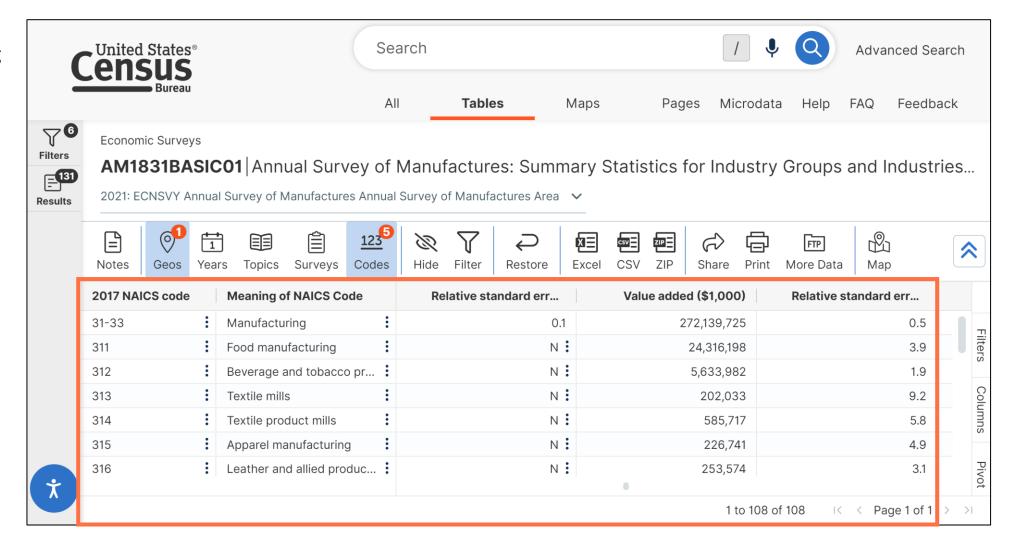
- Click the three bars in the column header
- Hover over Pin column
- Select Pin Left





View Table

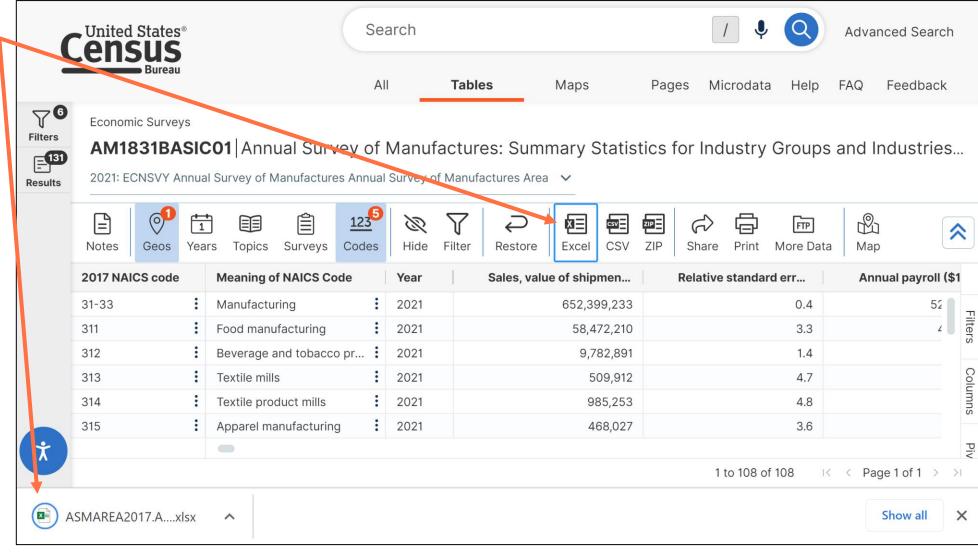
View data across
 108 manufacturing
 NAICS codes





Export to Excel

- Click Excel
- Open File





View Exported File

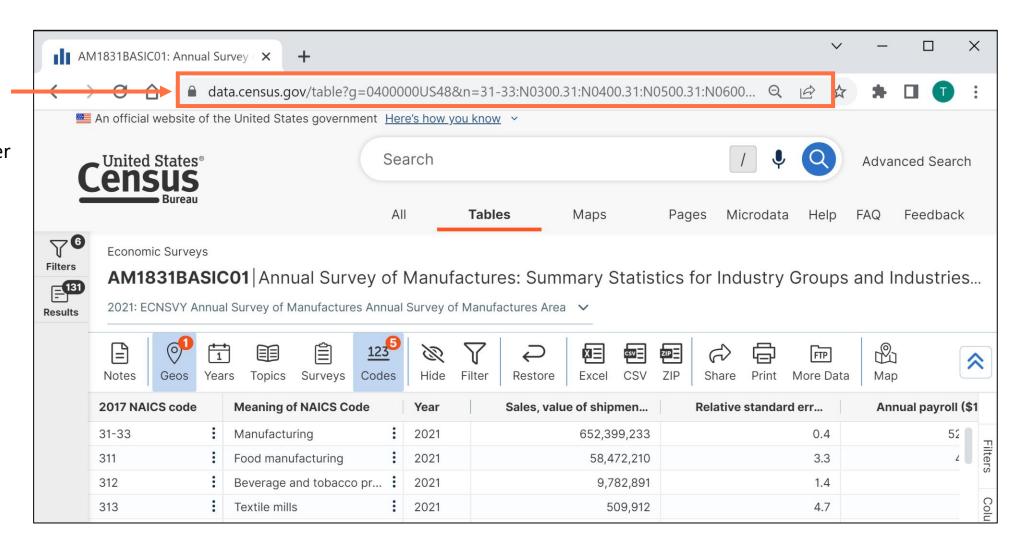
- Click the **Data** worksheet
- View your table

	А	В	С	D	E	4	
1	2017 NAICS code	Geographic Area Name		Year	Sales, value of shipments, or revenue (\$1,000)	Relati error sales, shipn reven	
2	31-33	Texas	Manufacturing	2021	652,399,233	0.4	
3	311	Texas	Food manufacturing	2021	58,472,210	3.3	
4	312	Texas	Beverage and tobacco product manufacturing	2021	9,782,891	1.4	
5	313	Texas	Textile mills	2021	509,912	4.7	
6	314	Texas	Textile product mills	2021	985,253	4.8	
7	315	Texas	Apparel manufacturing	2021	468,027	3.6	
			Leather and allied				
8	316	Texas	product manufacturing	2021	483,435	2.3	$\overline{\mathbf{v}}$
	■ Information	on Data		: 1		· ·	



Save Table

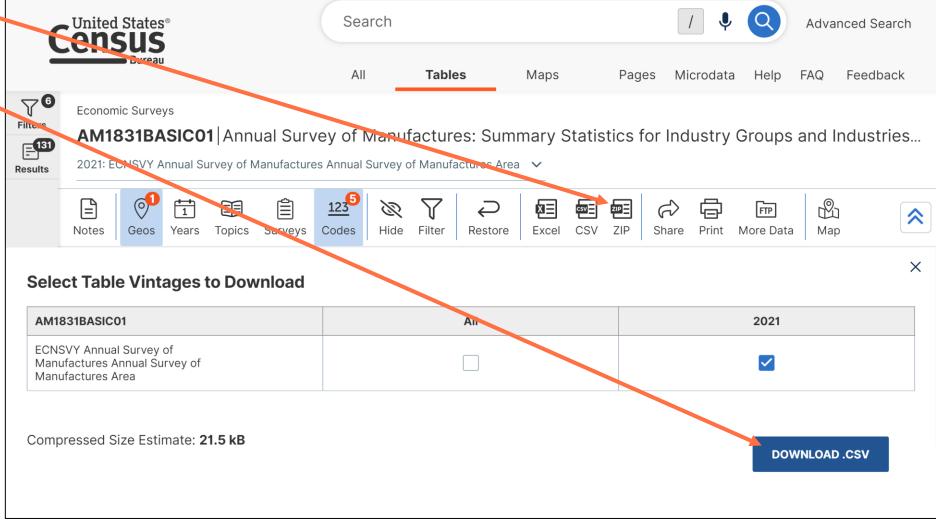
 Copy the URL from your address bar to return to this table result later





Download Table

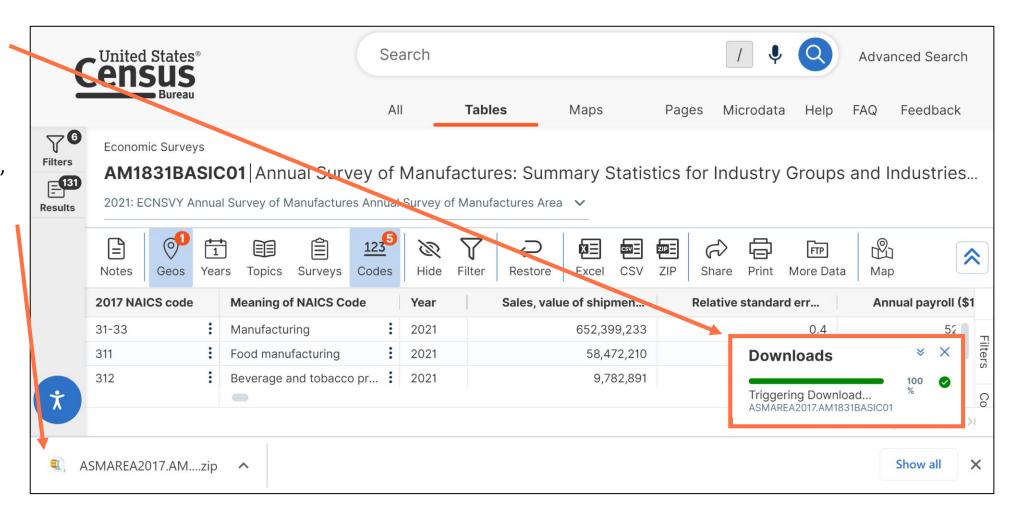
- Click the ZIP button
- Confirm vintage and click the **Download** .CSV button





Open Download

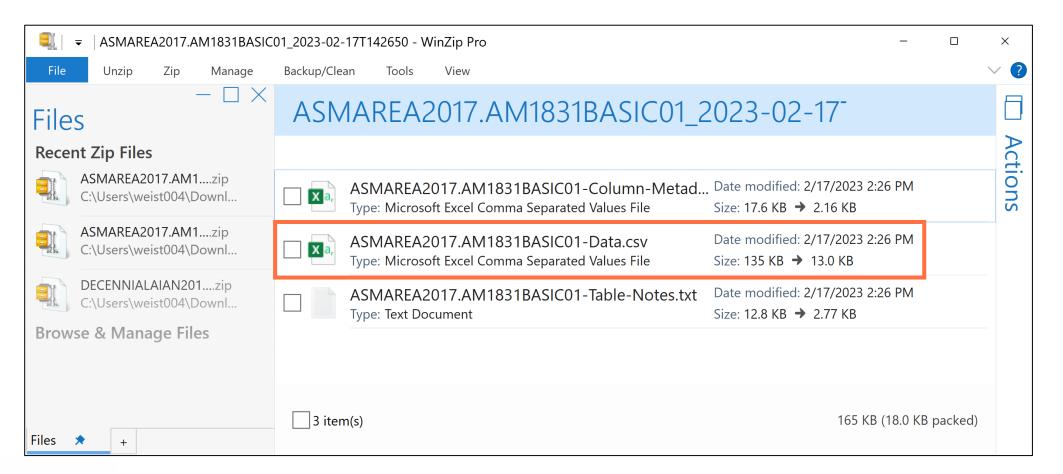
- Download will trigger in the lower right
- Once the progress
 has loaded to 100%,
 you will see a .zip
 file in the lower left
 if using Google
 Chrome





Open File

Open the .csv file that has ends in "Data.csv"





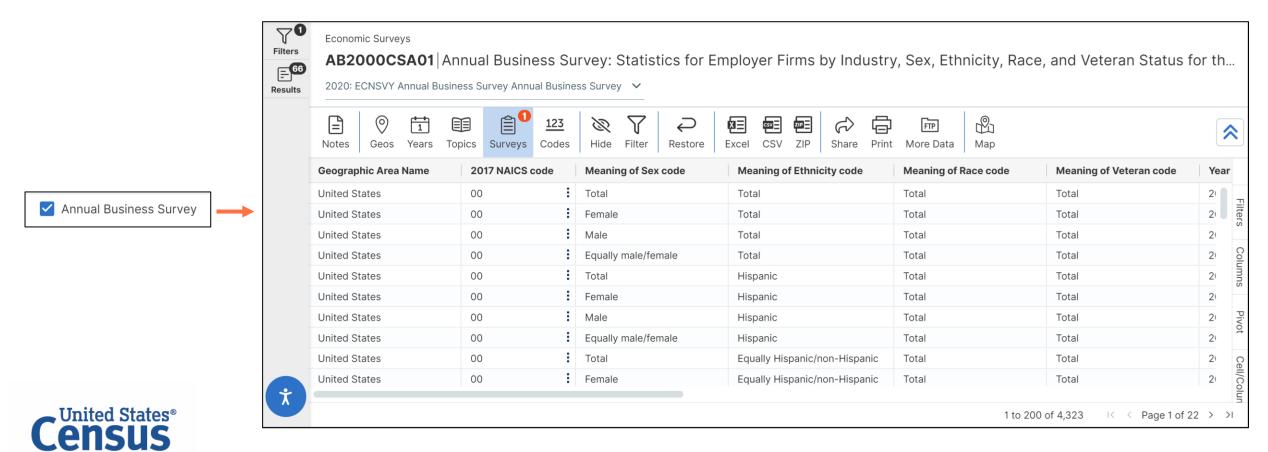
View Download

	А	В	С	D	Е	F	G	Н	I	J
1	GEO_ID	GEO_ID_F	NAME	NAICS2017	NAICS2017	NAICS201	YEAR	RCPTOT	RCPTOT_I	RCPTOT_S F
2	Geographic identifier code	Geo Footnote	Geographic Area Name	2017 NAICS code	Meaning o	2017 NAIC	Year	Sales, value	Flag for Sa	Relative st F
3	040000US48	null	Texas	31-33	Manufacti	null	2021	652399233	null	0.4 r
4	040000US48	null	Texas	311	Food man	null	2021	58472210	null	3.3 r
5	040000US48	null	Texas	312	Beverage	null	2021	9782891	null	1.4 r
6	040000US48	null	Texas	313	Textile mil	null	2021	509912	null	4.7 r
7	040000US48	null	Texas	314	Textile pro	null	2021	985253	null	4.8 r
8	040000US48	null	Texas	315	Apparel m	null	2021	468027	null	3.6 r
9	040000US48	null	Texas	316	Leather ar	null	2021	483435	null	2.3 r
10	040000US48	null	Texas	321	Wood pro	null	2021	10133867	null	1.3 r
11	040000US48	null	Texas	322	Paper mar	null	2021	8645811	null	0.8 r
12	040000US48	null	Texas	323	Printing ar	null	2021	3882850	null	1.8 r
13	040000US48	null	Texas	324	Petroleum	null	2021	186066320	null	0.1 r ▼
ASMAREA2017.AM1831BASIC01-Data +									▶	



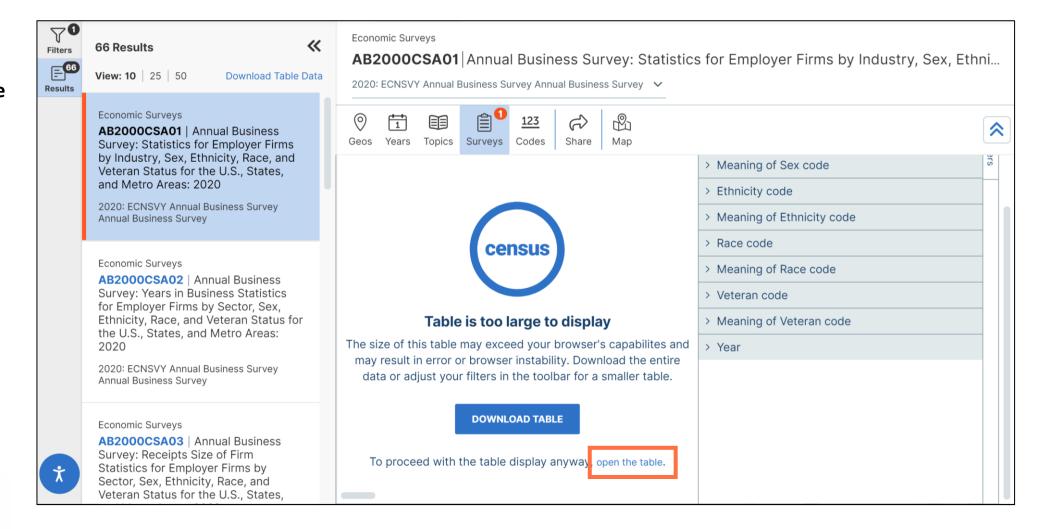
Annual Business Survey (ABS)

 Annual Business Survey provides information on selected economic and demographic characteristics for businesses and business owners by sex, ethnicity, race, and veteran status



What If I Get the "Table is Too Large to Display" Message?

Click the link to open the table at the bottom of the message

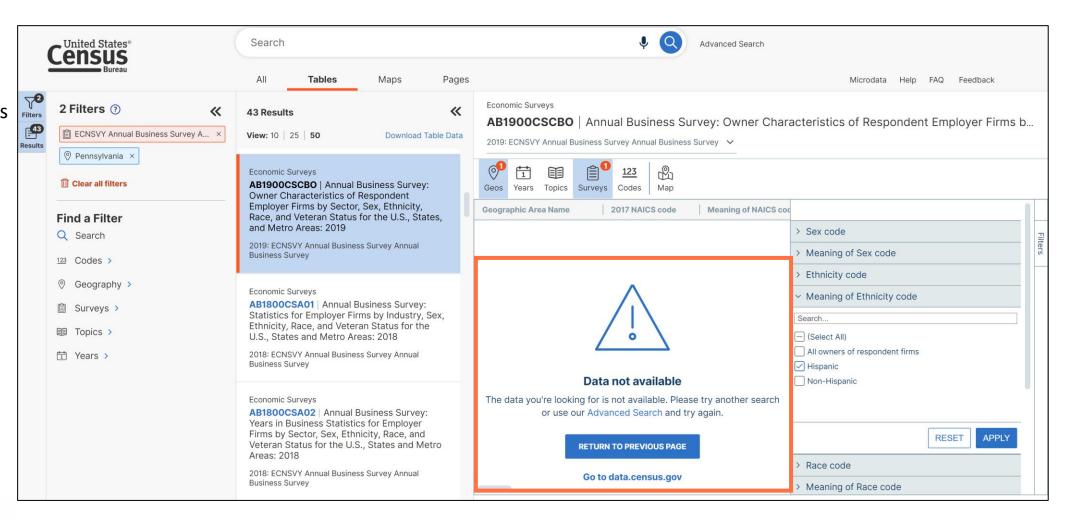




What If I Get "Data Not Available" Messages?

This can mean the filters you applied result in 0 data rows for your table

Try using higherlevel geographies, NAICS codes, or and apply fewer filters to the columns of your table





Outline

- Live Demo and Tips
- Resources for Learning More
- Questions



Our Development Depends on YOUR Feedback



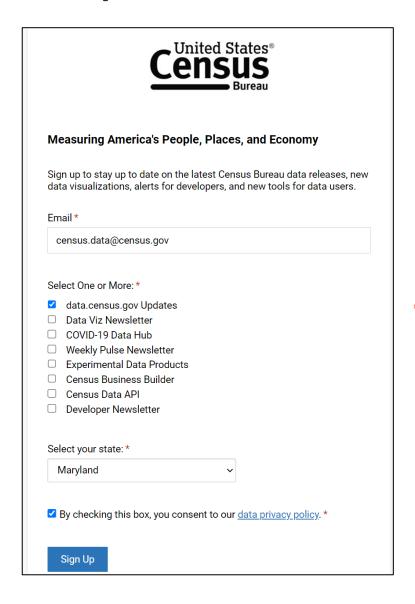
Check out data.census.gov and provide comments at census.data@census.gov



data.census.gov Email Updates



Sign up for email updates: https://public.govdelivery.com/accounts/USCENSUS/signup/15450





Data.census.gov Newsletter – June 2021

Welcome to the new monthly <u>data.census.gov</u> newsletter! Each month, you will learn about the latest system updates, data releases, and educational opportunities for <u>data.census.gov</u>.

Latest System Updates

Last month, we released new updates to improve your experience on <u>data.census.gov</u>. With this release, you will now see:

- Banner notifications
- · URLs in search results
- Compressed download size
- · Geography Profile enhancements
- Fixes to 30 defects

Learn More

A major theme of the release is to provide better information as you work through the platform. This includes new banner functionality to alert you to key updates and critical notifications. For example, when data

Upcoming Webinar:

<u>Data.census.gov</u> News & Updates – June 2021

6/22: 2:00-2:30pm ET

Stay up to date with the latest round of enhancements to data.census.gov.

Details

Recorded Webinar: Making the Most of

Mapping on Data.census.gov



Learn more about the possibilities the mapping feature of data.census.gov has to offer.







data.census.gov Workshops





These participatory classes walk you through examples of using data.census.gov to find demographic and economic data.

Time is allotted throughout the training for questions, and participation is strongly encouraged.

- Please click the box below to view available classes.
- Registration is required to attend these workshops. Attendance is limited to 50 participants per session.

***When registering, if you receive a message that you are waitlisted, please sign up for later class. We are trying to move classes to Waitlist as they fill, but sometimes there is a lag in that update.

Basics of Finding Data Using data.census.gov

In these participatory classes, data.census.gov outreach staff walk yo...

Advanced Usage of data.census.gov

These participatory classes walk you through some of the more advanced...

Making the Most of Mapping in data.census.gov

Join us in this participatory class as we look at mapping capabilities in...



op

Basics of Using the Microdata Access Tool in data.census.gov

Join us for a participatory class that walks you through the Microdata Acces...

Basics of Using the Census API

Join us in this hands-on class as we learn how to access data through the...



About the Economic Census

- The 2022 Economic Census is now underway. Companies report their 2022 year-end numbers.
- Response deadline is **March 15, 2023**.
- The Census is conducted online.
- Responses are strictly confidential. Company data is used for statistical purposes only.
 - The Census Bureau is required by law to keep information provided private and secure.
- Response is required by law.





Program Specifics

- Official letters were mailed out January 31.
 - Letters include unique authentication codes for companies to access survey online.
- Respondents are instructed to set up an online account on secure website to complete survey.
 - Similar to other online accounts with email username, password, security questions
 - Response URL is **portal.census.gov**
- Help is available online and via telephone.
 - 1-800-584-9066





A Message from the Director, U.S. Census Bureau:

We are requesting your cooperation with the **2022 Economic Census**. The Economic Census is the major source of data for calculating the U.S. Gross Domestic Product, and it forms the foundation for most measures of the Nation's economy. We require this level of comprehensive data from you only once every five years. Information from businesses like yours provides reliable data for your business, your community, and your industry that is used for governments and businesses to evaluate markets, prepare business plans, make business decisions, develop economic models and forecasts, and conduct recearch.

- 1. Register OR sign in at https://portal.census.gov
- Add your authentication code.
- Report by clicking on "REPORT NOW." You can return to your account over multiple sessions to complete the survey.

YOUR RESPONSE IS REQUIRED BY LAW and will be kept strictly CONFIDENTIAL. Information about the authority, confidentiality, and burden of this data collection can be found on the back of this letter.

For assistance with completing this survey, please sign into your Census Bureau account or visit https://census.gov/econ. For further assistance, call our customer help line at 1-800-584-9066, Monday through Friday, 8:00 a.m. to 8:00 p.m. Eastern time.

Thank you in advance for your time and participation, and for helping the U.S. Census Bureau measure America's people and economy.

Sincerely

Robert L. Santos



census.gov



Webinar Evaluation



https://questionweb.com/59212/



Questions

Media:

Public Information Office

U.S. Census Bureau

pio@census.gov

301-763-3030

Public:

Center for Enterprise Dissemination

U.S. Census Bureau

Data.census.gov questions: census.data@census.gov

Training requests: ced.cedsci.outreach@census.gov

Economic Management Division

U.S. Census Bureau

Economic data questions: ewd.outreach@census.gov

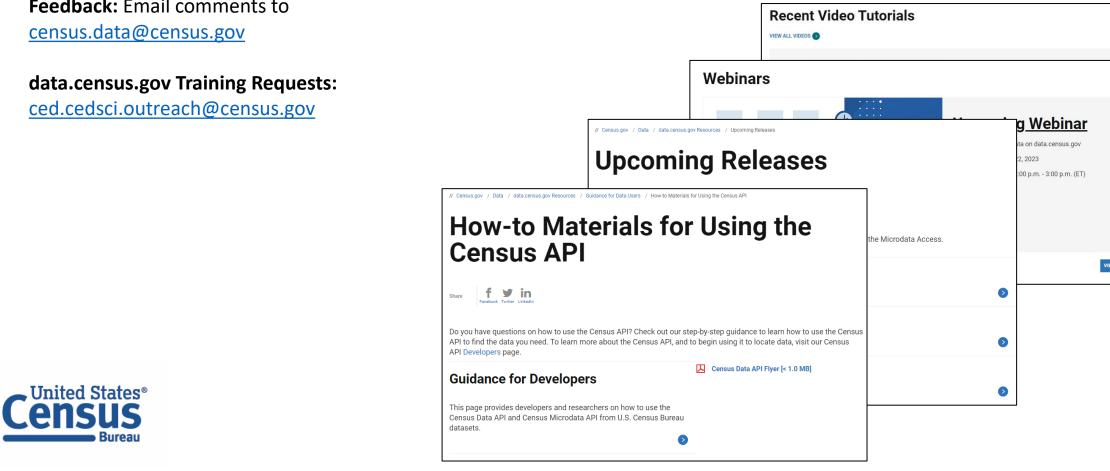


Stay Connected

data.census.gov Resources Page:

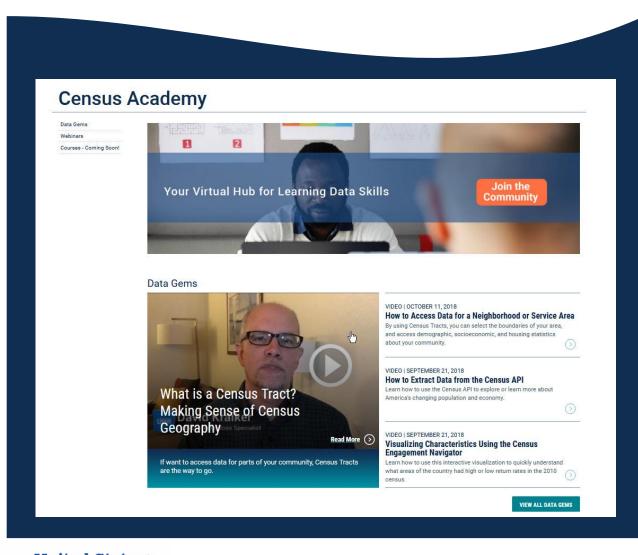
census.gov/data/what-is-datacensus-gov.html

Feedback: Fmail comments to





Data Dissemination and Training: census.gov/academy



✓ Bring our data experts to you.

Request a free data training for your organization.

✓ Subscribe to Census.gov/academy.

Join our educational hub to receive our updates and training products

Receive our Data Gems.

These short "how-to" videos are an easy and quick way to increase your knowledge of Census data. Get them in your inbox!

Get access to our data courses.

You will learn-at-your-own-pace with these video-tutorials designed for different skill levels.

Interact with our instructors via webinars.

Learn about our data releases and tools while attending these live virtual classes.

Contact us:

census.askdata@census.gov 1-844-ASK-DATA

Connect with us on Social Media

